

Last Received: 08/30/2012 11:37 AM

Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() .BERKLEY FOR SENATE
Product	BERKLEY FOR SENATE
Estimate#	30S
Buyer	MICHAEL D'ETTORRE
Phone#	
Fax#	

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	435A-459A		:30	\$200.00	09/04-09/07	4	1	4	\$800.00	
		Buyline Comment: WAKE UP										
	2	M	435A-459A		:30	\$50.00	09/10-09/10	1	1	1	\$50.00	
		Buyline Comment: WAKE UP										
	3	TU-F	5A-6A		:30	\$600.00	09/04-09/07	8	1	8	\$4,800.00	
		Buyline Comment: WAKE UP										
	4	M	5A-6A		:30	\$125.00	09/10-09/10	1	1	1	\$125.00	
		Buyline Comment: WAKE UP										
	5	M	6A-7A		:30	\$250.00	09/10-09/10	2	1	2	\$500.00	
		Buyline Comment: WAKE UP										
	6	TU-F	7A-9A		:30	\$1,500.00	09/04-09/07	4	1	4	\$6,000.00	
		Buyline Comment: TODAY SHOW										
	7	M	7A-9A		:30	\$350.00	09/10-09/10	2	1	2	\$700.00	
		Buyline Comment: TODAY SHOW										
	8	M	9A-10A		:30	\$125.00	09/10-09/10	1	1	1	\$125.00	
		Buyline Comment: TODAY SHOW II										
	9	M	10A-11A		:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
		Buyline Comment: TODAY SHOW III										
	10	M	12P-1230P		:30	\$175.00	09/10-09/10	1	1	1	\$175.00	
		Buyline Comment: NEWS										

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	11	TU-F	12P-1230P		:30	\$425.00	09/04-09/07	4	1	4	\$1,700.00	
		Buyline Comment: NEWS										
	12	TU-F	1230P-1P		:30	\$325.00	09/04-09/07	4	1	4	\$1,300.00	
		Buyline Comment: NEWS										
	13	M	1230P-1P		:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
		Buyline Comment: NEWS										
	14	TU-F	3P-4P		:30	\$450.00	09/04-09/07	4	1	4	\$1,800.00	
		Buyline Comment: DR. PHIL										
	15	M	3P-4P		:30	\$225.00	09/10-09/10	1	1	1	\$225.00	
		Buyline Comment: DR. PHIL										
	16	M	430P-5P		:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
		Buyline Comment: NEWS										
	17	TU,TH-F	430P-5P		:30	\$700.00	09/04-09/07	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	18	M	5P-630P		:30	\$375.00	09/10-09/10	2	1	2	\$750.00	
		Buyline Comment: NEWS										
	19	TU,TH-F	5P-530P		:30	\$1,200.00	09/04-09/07	3	1	3	\$3,600.00	
		Buyline Comment: NEWS										
	20	SU	8P-930P		:30	\$600.00	09/09-09/09	1	1	1	\$600.00	
		Buyline Comment: NEWS										
	21	M	630P-7P		:30	\$375.00	09/10-09/10	1	1	1	\$375.00	
		Buyline Comment: JEOPARDY										

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	22	M	7P-730P		:30	\$375.00	09/10-09/10	1	1	1	\$375.00		
			Buyline Comment: WHEEL										
	23	F	730P-8P		:30	\$1,000.00	09/07-09/07	1	1	1	\$1,000.00		
			Buyline Comment: FACE TO FACE										
	24	M	730P-8P		:30	\$200.00	09/10-09/10	1	1	1	\$200.00		
			Buyline Comment: FACE TO FACE										
	25	SA	730P-8P		:30	\$225.00	09/08-09/08	2	1	2	\$450.00		
			Buyline Comment: JEOPARDY/WHEEL										
	26	SA	730P-8P		:30	\$150.00	09/08-09/08	1	1	1	\$150.00		
			Buyline Comment: VEGAS INC										
	27	TU-F	11P-1135P		:30	\$1,100.00	09/04-09/07	4	1	4	\$4,400.00		
			Buyline Comment: NEWS										
	28	M	11P-1135P		:30	\$400.00	09/10-09/10	1	1	1	\$400.00		
			Buyline Comment: NEWS										
	29	M	1135P-1235A		:30	\$175.00	09/10-09/10	1	1	1	\$175.00		
			Buyline Comment: TONIGHT SHOW										
	30	SA-SU	11P-1130P		:30	\$400.00	09/08-09/09	2	1	2	\$800.00		
			Buyline Comment: NEWS										
	31	SA	6A-7A		:30	\$150.00	09/08-09/08	1	1	1	\$150.00		
			Buyline Comment: NEWS										
	32	SA	7A-9A		:30	\$225.00	09/08-09/08	2	1	2	\$450.00		
			Buyline Comment: SAT TODAY										

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	33	SA	9A-930A		:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
			Buyline Comment: NEWS									
	34	SA	1130P-1A		:30	\$550.00	09/08-09/08	1	1	1	\$550.00	
			Buyline Comment: SNL									
	35	SU	7A-8A		:30	\$200.00	09/09-09/09	1	1	1	\$200.00	
			Buyline Comment: SUN TODAY									
	36	SU	9A-930A		:30	\$175.00	09/09-09/09	1	1	1	\$175.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 71 / \$35,900.00

---SALES MONTHLY TOTALS---

Sep 12: 71 / \$35,900.00

Sales Totals: 71 / \$35,900.00

Station Totals: 71 / \$35,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$89,750	CATV	0%	KBLR	0%	KINC	0%	KLAS	25%	KSNV	40%
		KTNV	20%	KTUD	0%	KVCW	2%	KVMY	0%	KVVU	13%
		XXXX	0%								

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12

Demos RA35+

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